



Actionable intelligence for active risk management

LexisNexis® Active Insights



Insurance

LexisNexis® Active Insights enables a highly proactive approach to customer engagement and retention.

As people's lives progress and change, so do their insurance needs. Some changes stem from major life events, such as marriage or the purchase of a new home. Others may be smaller, like home improvements or a moving violation, but still impact insurance risk. Knowing about these events at the right time can help insurers proactively address and manage the customer relationship before the change negatively impacts the business.

Increase retention

Retention can be a major component of driving growth for the business. However, most insurers perceive and treat retention as a reactive response to customers that have already made up their minds to shop. When insurers have clear and timely insight into the events that impact policyholders, they can proactively and selectively engage those policyholders to ensure their coverage and service meets those needs. Using multiple data sources and advanced analytics, LexisNexis® Active Insights can automatically notify insurers of activities that will likely impact policyholder needs before they actually affect retention.

Identify opportunities

Another component of growth is identifying and leveraging new opportunities as they arise. By monitoring and anticipating key events, insurers can engage customers at the right time and in the appropriate context to better accommodate their new or changing coverage needs. This active approach deepens existing relationships while strategically growing the book of business at a fraction of typical acquisition costs.

Improve loss ratio

Profitable growth depends on properly and continually assessing the risk that is covered. Many events and changes impact the risk level of a policyholder. But carriers are not usually aware of these changes until after a negative impact is felt. Insurers can choose to be alerted to these events so that they can assess and take appropriate action to ensure that the right premium for the risk is reflected.

Reduce expenses

An efficient operation drives a higher return on investment for your resources and activities. LexisNexis® Active Insights delivers a wide variety of information that allows insurers to better understand the circumstances impacting their customers—as they occur—so the insurer can appropriately and immediately reach out to them. The knowledge gained from the insights can help reduce expenses associated with broad outreach by fine-tuning messaging and tactics for more precise and well-timed targeting.

When life changes, so do insurance needs

- New drivers in the home
- First-time homeowner
- New homeowner
- Change in homeownership status
- Marital status changes
- Shopping for a new insurance policy
- Home renovations

Other events may indicate potential coverage changes too:

- Foreclosures and vacancies
- New accidents
- Home inspection index score changes
- Moving violations

Use case example: New driver in household

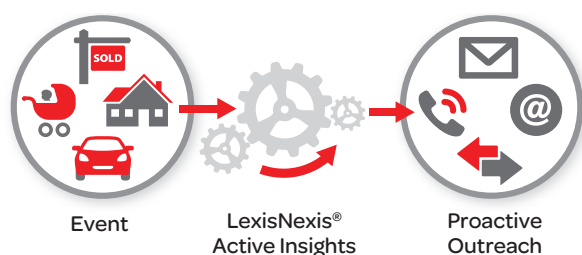
A teenager in a policyholder's household turns 16 and receives her driver's license. Adding the teenage driver to an insurance policy is likely to increase policy rates by 79%* on average. These rate increases may cause the policyholder to shop around for better rates or delay adding the teen driver to their policy.

1. Active Insights identifies a new youthful driver in the household and notifies insurer
2. Insurer places policyholder on contact list and sends appropriate communications to the customer
3. Policyholder shops for insurance at another carrier
4. Active Insights notifies insurer that their policyholder is actively shopping
5. Insurer calls policyholder to discuss current needs and best coverage options to meet those needs
6. Policyholder is impressed by proactive service and tailored solution, adds the driver to the policy and increases coverage limits, and remains with insurer

How it works

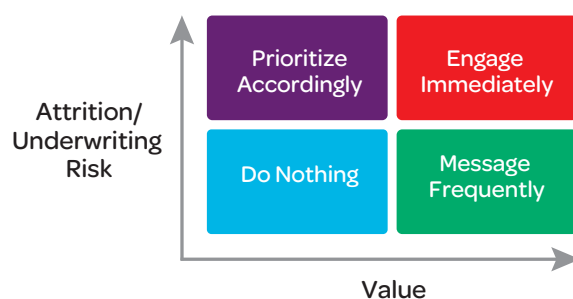
LexisNexis will:

- Update 10,000 data sources daily, weekly, monthly or on custom intervals
- Generate scores, attributes and insights proactively as the data arrives
- Match events to policies in your monitored book of business
- Proactively notify you when a notable event occurs so that you can take action



Active risk management

LexisNexis® Active Insights not only provides intelligence about important events that may trigger the need for policy changes, it also allows carriers to prioritize and select appropriate outreach channels, messaging and resource allocation. Active risk management with Active Insights means insurers gain a comprehensive understanding of their book of business so they can focus their strategies on their most valuable customers and engage in relevant, perfectly-timed communications.



Conclusion

Technological advances have created the opportunity for an innovative approach to data management. This in turn opens up the possibility for customer engagement and retention to evolve from a reactive to a proactive operation. LexisNexis® Active Insights is about using the knowledge gained to understand customers' lives, to anticipate their needs and behaviors and to take proactive steps to meet their needs and retain them as customers. It's also about understanding the value and risk associated with each customer in order to optimize resources and fine-tune retention and cross-sell/up-sell tactics.

Implementing LexisNexis® Active Insights in 4 easy steps

1. Contribute to the applicable LexisNexis Current Carrier contributory database.
2. Let us know the insights that are most important for achieving your business objectives. We'll help by generating a report showing how your specific book is being impacted by these events.
3. Pick the 1-2 most important events that you know your organization is ready to take action on.
4. Expand into new insights over time as you see returns from the initial insights and as your organization becomes accustomed to leveraging this kind of data.

For more information:

Call 800.458.9197

Visit www.lexisnexis.com/risk/insurance

Email insurance.sales@lexisnexis.com

About LexisNexis Risk Solutions

LexisNexis Risk Solutions (www.lexisnexis.com/risk) is a leader in providing essential information that helps customers across all industries and government predict, assess and manage risk. Combining cutting-edge technology, unique data and advanced scoring analytics, we provide products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

Our insurance solutions assist insurers with automating and improving the performance of critical workflow processes to reduce expenses, improve service and position customers for growth.



*Gorzalany, Jim. (2014, September 23). The Staggering Cost To Insure A Teenage Driver.

Forbes, <http://www.forbes.com/sites/jimgorzalany/2014/09/23/the-staggering-cost-to-insure-a-teenage-driver/>

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